GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4661
ANSWERED ON:19.12.2002
PROGRAMMES BY VISHAKHAPATNAM AKASHVANI
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Vishakhapatnam station of All India Radio is introducing some innovative programmes to attract more artists to prepare programmes; and

(b) if so, the details of new programmes introduced/likely to be introduced in the near future?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Yes, Sir. Prasar Bharati has informed that the introduction of innovative programmes in AIR Stations is an ongoing process, keeping in view the requirements of listeners. AIR, Vishakhapatnam, is also introducing many innovative programmes invarious genres like Music (a musical notation of Adi Shankaracharya`s `SoundaryaLahari`), Drama (old classics like `Malavikaagni Mitram`, `Kumarasambhavam` etc), Romantic Music(under a series called ` Madhuratimadhuram`), series onevolution of Telugu literature, Folk Music etc.